

FIRST THINGS FIRST

FY11- Tobacco Program Community Awareness By Strategy

As of January 11, 2011

Goal Area	Community Awareness
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Strategy	Allotment	Awarded	Unawarded	Expended	Unexpended
Communications	\$ -	\$ -	\$ -	\$ -	\$ -
Community Awareness	\$ 1,011,138	\$ 107,319	\$ 903,819	\$ 63,313	\$ 44,005
Community Outreach	\$ 2,136,233	\$ 1,394,467	\$ 741,766	\$ 464,852	\$ 929,615
Media	\$ 3,161,502	\$ 3,046,530	\$ 114,973	\$ 1,436,023	\$ 1,610,507
Grand Total	\$ 6,308,873	\$ 4,548,315	\$ 1,760,558	\$ 1,964,188	\$ 2,584,127

Allotment

